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PTO/SB/21 (02-04)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

CPW
3622
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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

58

Application Number

09/834,500

Filing Date

April 12, 2001

First Named Inventor

Michael CRISTOFALO

Art Unit

3622

Examiner Name

Daniel LASTRA

Attorney Docket Number

559442004400

ENCLOSURES (Check all that apply)

☒ Fee Transmittal Form

☐ Fee Attached

☐ Amendment/Reply

☐ After Final

☐ Affidavits/declaration(s)

☐ Extension of Time Request

☐ Express Abandonment Request

☒ Information Disclosure Statement
(2 pages)

☐ Certified Copy of Priority
Document(s)

☐ Response to Missing Parts/
Incomplete Application

☐ Response to Missing Parts
under 37 CFR 1.52 or 1.53

☐ Drawing(s)

☐ Licensing-related Papers

☐ Petition

☐ Petition to Convert to a
Provisional Application

☐ Power of Attorney, Revocation
Change of Correspondence Address

☐ Terminal Disclaimer

☐ Request for Refund

☐ CD, Number of CD(s) _____

☐ After Allowance communication
to Technology Center (TC)

☐ Appeal Communication to Board of
Appeals and Interferences

☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

☐ Proprietary Information

☐ Status Letter

☒ Other Enclosure(s) (please
Identify below):

Return Receipt Postcard
Form PTO SB/08/a/b listing:
* (63) US Patent Documents (not
enclosed)
* (14) Foreign Patent Documents
* (2) Non Patent Literature Documents

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

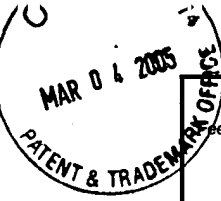
Firm
or
Individual name

MORRISON & FOERSTER LLP
Jonathan Bockman - 45,640

Signature

Date

March 4, 2005



Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL
For FY 2005

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) **180.00**

Complete if Known

Application Number	09/834,500
Filing Date	April 12, 2001
First Named Inventor	Michael CRISTOFALO
Examiner Name	Daniel LASTRA
Art Unit	3622
Attorney Docket No.	559442004400

METHOD OF PAYMENT (check all that apply)
☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____
☒ Deposit Account Deposit Account Number: 03-1952 Deposit Account Name: Morrison & Foerster LLP
For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)
☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, **except for the filing fee**
☒ Charge any additional fee(s) or any underpayment of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

FEE CALCULATION
1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
	Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent	50
Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent	200	100
Multiple dependent claims	360	180

Total Claims Extra Claims Fee (\$) Fee Paid (\$)

- = x = =

Indep. Claims Extra Claims Fee (\$) Fee Paid (\$)

- = x = =

Multiple Dependent Claims

Fee (\$) Fee Paid (\$)

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
_____	_____	_____ /50 _____ (round up to a whole number) x _____	_____	_____

4. OTHER FEE(S)

	Fees Paid (\$)
Non-English Specification, \$130 fee (no small entity discount)	_____
Other: <u>1806 Submission of an Information Disclosure Statement</u>	<u>180.00</u>

SUBMITTED BY

Signature		Registration No. (Attorney/Agent)	45,640	Telephone	(703) 760-7769
Name (Print/Type)	Jonathan Bockman	Date	March 4, 2005		

CERTIFICATE OF HAND DELIVERY

I hereby certify that this correspondence is being hand delivered to:
Commissioner for Patents, Alexandria, Virginia, 22313, on the date shown
below.

Dated:

3/4/05

Signature:

Beth R. Mandel

(Beth R. Mandel)

PATENT

Docket No. 559442004400

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO

Serial No.: 09/834,500

Filing Date: April 12, 2001

For: SYSTEM AND METHOD FOR
TARGETING OBJECT ORIENTED
AUDIO VIDEO CONTENT TO USERS

Examiner: Daniel LASTRA

Group Art Unit: 3622

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO/SB/08a/b. Copies of the foreign and non-patent documents are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is being submitted after receipt of a first Office Action on the merits but before mailing of a final Office Action or Notice of Allowance. Accordingly, a Fee Transmittal form (PTO/SB/17) is attached to this submission in duplicate.

03/07/2005 SDENB001 00000125 031952 09834500
01 FC-1000

Applicants would appreciate the Examiner initialing and returning the Form PTO/SB/08a/b, indicating that the information has been considered and made of record herein.

The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

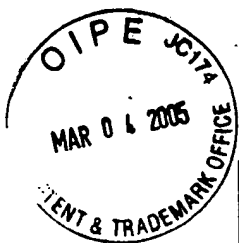
In the event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing 559442004400.

Dated: March 4, 2005

Respectfully submitted,

By: 

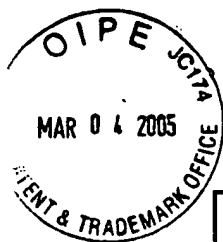
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Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	09/834,500
				Filing Date	April 12, 2001
				First Named Inventor	Mike CRISTOFALO
				Art Unit	3622
				Examiner Name	Daniel LASTRA
Sheet	1	of	2	Attorney Docket Number	559442004400

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1.	4,931,865	6/5/1990	SCARAMPI	
	2.	5,603,078	2/11/1997	HENDERSON et al.	
	3.	5,724,521	3/3/1998	DEDRICK	
	4.	5,724,567	3/3/1998	ROSE et al.	
	5.	5,748,186	5/5/1998	RAMAN	
	6.	5,771,307	6/23/1998	LU et al.	
	7.	5,771,381	6/23/1998	JONES et al.	
	8.	5,796,393	8/18/1998	MacNAUGHTON et al.	
	9.	5,819,261	10/6/1998	TAKAHASHI et al.	
	10.	5,832,496	11/3/1998	ANAND et al.	
	11.	5,848,396	12/8/1998	GERACE	
	12.	5,848,397	12/8/1998	MARSH et al.	
	13.	5,861,881	1/19/1999	FREEMAN et al.	
	14.	5,870,558	2/9/1999	BRANTON, JR. et al.	
	15.	5,878,223	3/2/1999	BECKER et al.	
	16.	5,913,040	6/15/1999	RAKAVY et al.	
	17.	5,918,009	6/29/1999	GEHANI et al.	
	18.	5,933,822	8/3/1999	BRANDEN-HARDER et al.	
	19.	5,999,664	12/7/1999	MAHONEY et al.	
	20.	5,999,929	12/7/1999	GOODMAN	
	21.	6,002,394	12/14/1999	SCHEIN et al.	
	22.	6,006,252	12/21/1999	WOLFE	
	23.	6,012,083	1/4/2000	SAVITZY et al.	
	24.	6,026,369	2/15/2000	CAPEK	
	25.	6,029,172	2/22/2000	JORNA et al.	
	26.	6,049,821	4/11/2000	THERIAULT et al.	
	27.	6,058,430	5/2/2000	KAPLAN	
	28.	6,064,438	5/16/2000	MILLER	
	29.	6,065,059	5/16/2000	SHIEH et al.	
	30.	6,102,969	8/15/2000	CHRISTIANSON et al.	
	31.	6,112,181	8/29/2000	SHEAR et al.	
	32.	6,112,192	8/29/2000	CAPEK	
	33.	6,112,212	8/29/2000	HEITLER	
	34.	6,119,165	9/12/2000	LI et al.	
	35.	6,122,647	9/19/2000	HOROWITZ et al.	
	36.	6,134,584	10/17/2000	CHANG et al.	
	37.	6,141,010	10/31/2000	HOYLE	
	38.	6,177,931	1/23/2001	ALEXANDER et al.	
	39.	6,192,340	2/20/2001	GUTFREUND et al.	
	40.	2001-0000537	4/26/2001	INALA et al.	
	41.	6,260,192	7/10/2001	ROSIN et al.	
	42.	6,266,649	7/24/2001	LINDEN et al.	
	43.	2001-013123	8/9/2001	FREEMAN et al.	
	44.	6,279,007	8/21/2001	UPPALA	
	45.	6,289,362	9/11/2001	VAN DER MEER	
	46.	6,298,330	10/2/2001	GARDENSWARTZ et al.	

Examiner Signature		Date Considered	
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ALTERNATIVE TO PTO/SB/08a/b (06-03)

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	09/834,500
				Filing Date	April 12, 2001
				First Named Inventor	Mike CRISTOFALO
				Art Unit	3622
				Examiner Name	Daniel LASTRA
Sheet	2	of	2	Attorney Docket Number	559442004400

47.	6,317,722	11/13/2001	JACOBI et al.	
48.	6,327,574	12/4/2001	KRAMER et al.	
49.	6,330,592	12/11/2001	MAKUCH et al.	
50.	6,424,979	7/23/2002	LIVINGSTON et al.	
51.	6,425,012	7/23/2002	TROVATO et al.	
52.	6,442,590	8/27/2002	INALA et al.	
53.	6,457,010	9/24/2002	ELDERING et al.	
54.	6,459,427	10/1/2002	MAO et al.	
55.	6,466,929	10/15/2002	BROWN et al.	
56.	6,466,969	10/15/2002	BUNNEY et al.	
57.	2002-194589	12/19/2002	SHEEHAN et al.	
58.	6,510,466	1/23/2003	COX et al.	
59.	6,571,234	5/27/2003	KNIGHT et al.	
60.	6,578,025	6/10/2003	POLLACK et al.	
61.	6,606,657	8/12/2003	ZILBERSTEIN et al.	
62.	6,615,408	9/2/2003	KAISER et al.	
63.	6,698,020	2/24/2004	ZIGMOND et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	64.	EP-0424648-A2	5/2/1991			✓
	65.	WO-98-23080-A2	5/28/1998		abstract	
	66.	EP-0852443-A	7/8/1998		abstract	
	67.	WO-98-29956-A2	7/9/1998		abstract	
	68.	JP-10-222541	8/21/1998		abstract	
	69.	EP-0901284-A	3/10/1999		abstract	
	70.	WO-99-44159-A1	9/2/1999		abstract	
	71.	EP-0952539-A2	10/27/1999			✓
	72.	WO-99-55066-A1	10/28/1999		abstract	
	73.	WO-00-045599-A	8/3/2000		abstract	
	74.	WO-01-015357-A	3/1/2001		abstract	
	75.	EP-1089201-A1	4/4/2001		abstract	
	76.	GB-2356319-A	5/16/2001		abstract	
	77.	EP-1111914-A	6/27/2001		abstract	

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	78.	"RealSystem G2 Production Guide," 1998-2000, pp. 75-79	
	79.	"Overview," located at www.claria.com/companyinfo/ visited on February 10, 2005	

*EXAMINER: Initial if information considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
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va-93057